Members & Marketing

Leveraging the tools and services FINOS has to offer to promote open source in financial services
A reminder of the Member Success initiative

CONNECTING THE DOTS
Looking at member activity across all programs with context of open source in the background helps shape activities and promotion.

MEMBER SUCCESS
- Clarify individual member objectives
- Define success criteria
- Identify common interest across member firms and facilitate engagement

Open Source Readiness
- Understanding level of readiness
- Identify motivation and drive
- Proactive support for full benefit

Programs
- Learn about the existing programs
- Identify new programs
- Find the right individuals

Marketing
- Promote FINOS awareness internally and externally
- Engage community in programs
- Thought leadership at open source / financial services intersection
Sample objectives our members have identified

- Turn an offering built for one client into **code that can be shared**.
- **Identify internal projects** that would thrive in FINOS and deliver features/tools useful to multiple financial services.
- Have a **safe space to talk openly** about approaches to addressing identified challenges. e.g. do other firms have this problem?
- Identify a **key deliverable to help drive FINOS / OSS interest within firm** in order to:
  - push adoption/improvement of the **open source policy**
  - **grow developer engagement** in FINOS
  - **get wider buy-in** by showing **business value** of contribution and collaboration
- **Leverage the “safety” of the Foundation to grow contributions from financial services** firms to contributed code.
- **Promote knowledge gain working on projects and build reputation** in the market.

**FINOS** Fintech Open Source Foundation

finos.org
# How do we address discovery?

## Discovery

### Current
- Member surveys
- Member discussions (member success, program, 1:1 mtgs)
- Program WG meetings
- Events

### Other options
- Interest board / open forum
- Open community webinar
- Briefing document(s) on potential focus areas
- Systematically explore areas of high cost and low proprietary value

## Validation

### Current
- Presentations to the board
- Presentations at FINOS meetings
- Conference call to gauge interest on a specific potential contribution
- Calls for contribution ([community@finos.org](mailto:community@finos.org), press releases, newsletter)

### Other options
- Briefing docs on what other firms plan to contribute / are contributing
- Exploratory roundtables

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**What else can we do to facilitate discussion amongst members/community?**
global spending on financial market data and analysis

10% of revenue cost of keeping the watchdogs at bay could creep up to 10% of firm revenues

$30.5 billion
Reminder of some reasons to *do* open source

- Staff Attraction
- Time to Market
- Marketing & Visibility
- Quality Improvement
- Cost Reduction
- Staff Retention
- Innovation
Marketing tools

**Member-led**

- BLOGS
- CASE STUDIES
- TRAINING
- EVENTS
- ROUNDTABLES

**FINOS-led**

- MEETUPS
- WEBINARS
- WHITEPAPER
- PRESS RELEASES
- NEWSLETTERS
Driving open innovation in financial services

Our current tagline is good. It includes the right buzzwords and references both open and financial services but maybe it could be more obvious.

We’re looking for a new tagline or two to clearly convey to the market and to developers what it is we do and/or maybe grab some attention.

DELIVERING THE POWER OF OPEN SOURCE TO FINANCIAL SERVICES

WHERE THE BEST IN THE BUSINESS CODE THE FUTURE OF FINANCE

WALL STREET IS NOW OPEN FOR INNOVATION

LEVERAGING OPEN SOURCE FOR FINANCIAL SERVICES
Now what?

Get in touch at membersuccess@finos.org

OSSF is only a few months away so think about what you might present or want to hear about.

Tell us if you can host the event!